

# Above Average Tourism Expected for Summer Wave

The Mountainlands Travel Council's board of directors has approved programs in preparation for what board members feel may be an exceptionally heavy summer tourist and recreational season in Wasatch, Summit and Utah counties.

Shortages of gasoline in many parts of the nation are seen as a key factor in causing heavier than average use of recreational facilities close to the Wasatch Front, Utah's most heavily populated region.

The board, at a recent meeting at The Homestead, Midway, acted on several programs designed to make the public more aware of recreational facilities available in the Mountainlands area.

"People have cabin fever,"

said Mountainlands Director, Bob Wilde. "They've spent an entire winter being careful with energy resources and they want to get out, but there's still some concern about traveling to points far away from Utah in light of the energy crisis."

Wilde said the three-county area would probably see a "pretty good" spring and a better than average summer. "We're spending a little more heavily than average in order to compensate for expected influxes of people from northern Utah who are still afraid of gasoline shortages in other parts of the nation," he said.

Board member Lowe Ashton, owner of Ashton Oil and Transportation, Heber City, said he thinks there will be good

amounts of fuel available throughout the Intermountain West.

"Intermountain states have plenty of gas," said Ashton. "It's just that the federal government won't let it go right now. It will be expensive, maybe 55 to 60 cents a gallon, but we may be overemphasizing the cost of a gallon of gas."

The board approved several programs aimed directly at letting the public know not only what the Mountainlands area has to offer the vacationer, but also to quiet fears about availability of gasolining.

"We're putting together vacation packages that will be attractive to out of state tourists," Wilde said, "and we'll be advertising on Salt Lake City radio stations and in some national media."

Board members also approved a streamlining of its system of highway billboards in an effort to better inform and direct the traveling public.

Wilde said he felt the meeting to be the most optimistic held in the past six months. This, he said, was probably due to President Nixon's recent lifting of Sunday closing restrictions on gas stations and the accompanying news that foreign crude oil import embargoes were being eased.

He said rather than directing promotional shots at the virtues of the Mountainlands area as a whole, he would be concentrating on the selling of specific attractions throughout the area such as the Heber Creeper, county fairs, fish and game resources, lodge and resort facilities and specific camping areas.

The board also discussed plans now in the making for bringing several groups of out-of-state travel agents into the area for "show me" excursions. These would expose people in the travel promotion business to the virtues of the Mountainlands region and, hopefully, result in increased visits by people outside Utah.

A review of 1973-74 winter activities was also made and Wilde emphasized the organization must already be thinking about promotions for winter 1974-75.

Mountainlands Travel Council board members include Mel Fliners, Summit County, chairman; Alan Madsen, Wasatch County, vice president; Glen Overton, Utah County, secretary-treasurer; Lloyd Stevens, Odessa Nelson and Dale Zabriskie, all Summit County; Viril Stone, Catherine Johnson and Dell Frampton, all Utah County and Duane Price, Russell Wall and Lowe Ashton all Wasatch County.